

Addressing the Environment to Reverse Obesity

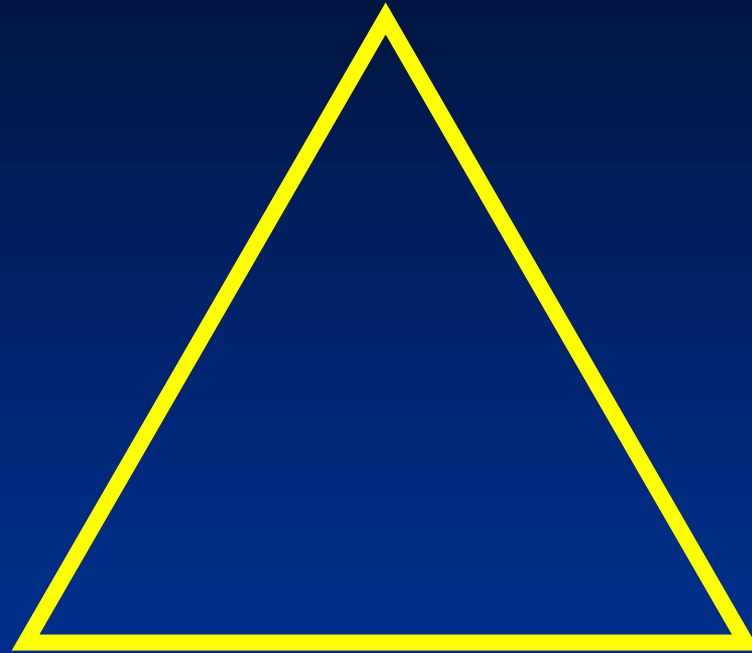
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**University of Colorado Health
Science Center**

Denver, CO

Biology



Behavior

Environment

Genetic Influences on Behavior

- **Eat whenever food is available**
- **Rest when you do not have to be physically active**





Obesity and the Environment

- No randomized controlled trials
- What environmental factors facilitate obesity?
 - impact of change
 - modifiability

**We Need to be able to Paint a Picture of
a Future Environment that Supports
Healthy Lifestyles and Healthy Weights**

It isn't yesterday's environment

A large, solid red circle is centered on a dark blue background. The word "BUILT" is written in a bold, yellow, sans-serif font, centered within the red circle.

BUILT

The Built Environment Today



The Commercial Environment Today







Get a \$400 gift certificate
\$899



Get a \$400 gift certificate

80000

8777

FREE Home Installation



Get a \$400 gift certificate
\$1099



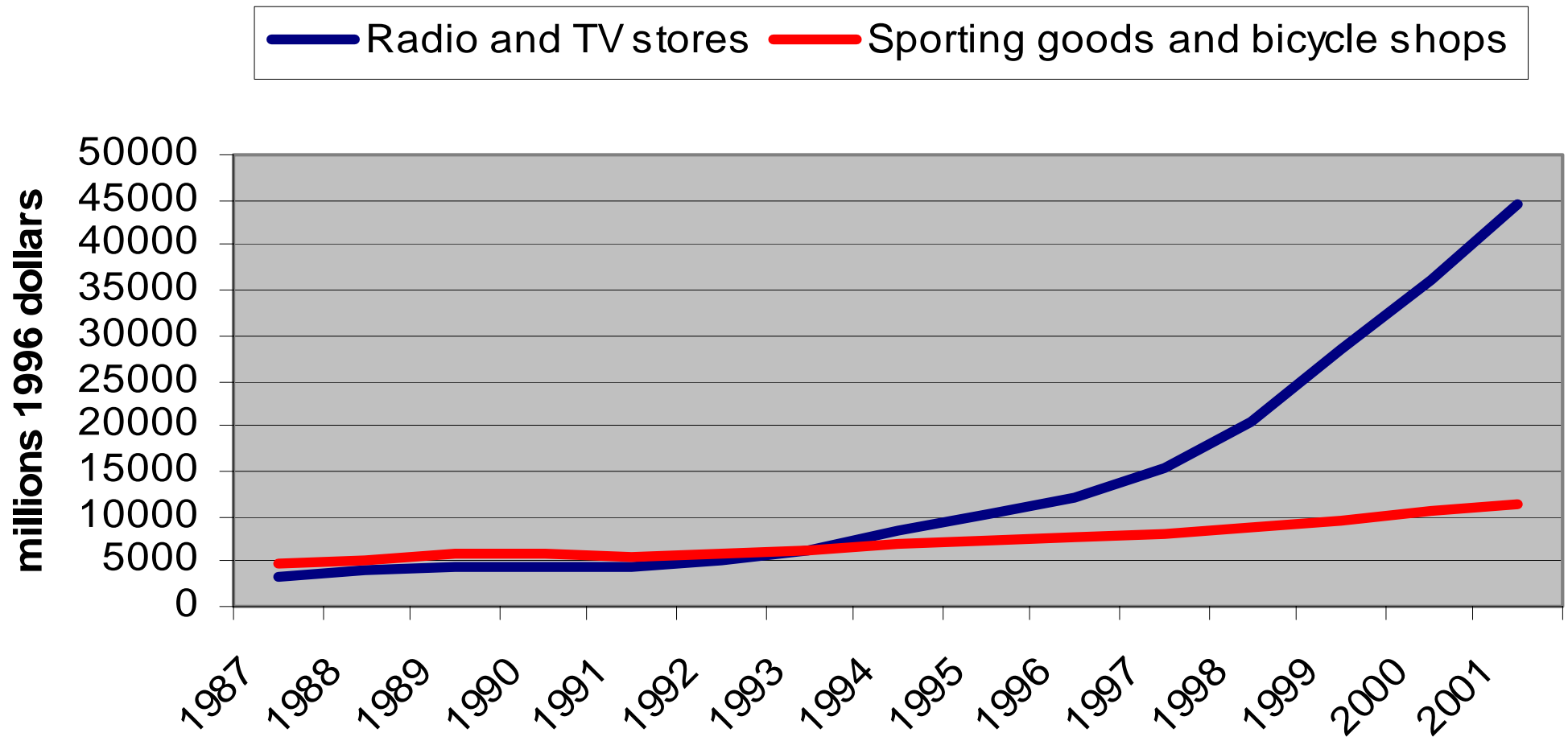
Get a \$400 gift certificate
\$749

Take an Additional 10% OFF



W
1

We are a nation of spectators, not players



Source: Bureau of Economic Activity, Gross Domestic Product By Industry.

Whose fault is it anyway?



The Policy Environment Today

Extra Value Meals

Medium meals include medium fries and medium soft drink.



Large
add **40¢**
to meal price



Super Size
add **80¢**
to meal price

1 Big Mac

2 Cheeseburgers



A white door with a wooden frame is set into a light-colored wall. The door has a vertical window with a textured, possibly frosted or patterned glass. Two black rectangular signs are affixed to the door. The upper sign is positioned to the left of the window, and the lower sign is positioned below the window and to the left of a brass-colored doorknob. The door is slightly ajar, revealing a dark interior space.

NO
EXIT

Locked for
Security Purposes



Our Social Cultural Environment

Social/Cultural Environment



6 months
same as
cash!

Available on purchase of 2 or more complete pairs.

Buy 6 Cards, Get One

FREE

Introducing...

**No Payments
No Interest and
No Money Down!**

for 90 Days*
with a \$250 Minimum Purchase
on your Helzberg Diamonds Card.

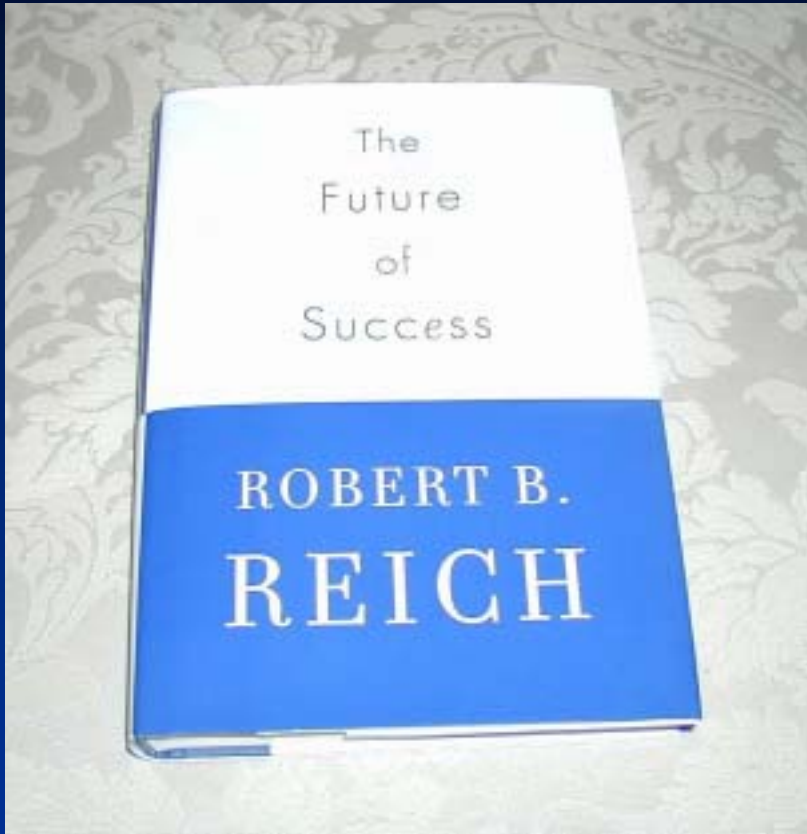
—or— until January 2005**
with a \$500 Minimum purchase
on your Helzberg Diamonds Card.

**No Interest
Financing**
for **12**
MONTHS*



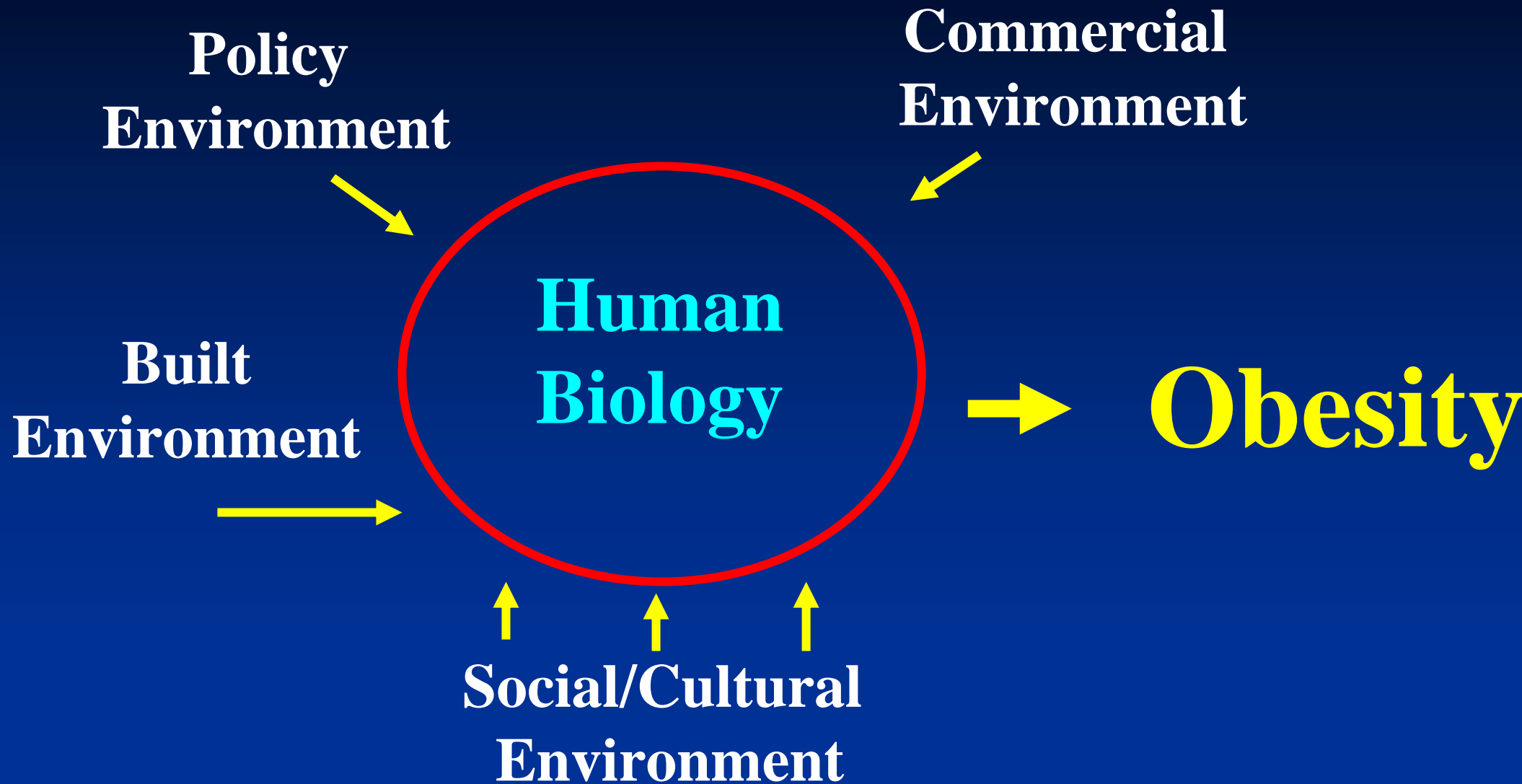
The Media

**Instant access to what
everyone everywhere is
doing**



- “Judges, legislators, editorial writers, and average citizens alike typically form their opinions on the basis of what alternative best promotes economic growth or best advances the well-being of consumers by lowering prices and generating better products.”
- “In short, the culprit isn’t out *there*--...it’s in *here*, in our own appetites, in what we want to buy, in the great deals we want to get.”

The “Perfect Storm” for Obesity



Fixing the Environment: What does success look like?

**Do we have compelling reasons
and the will to change?**

The Built Environment Tomorrow



The Environment Tomorrow

- Can the marketplace be changed to promote healthy eating and active living?
- Can we develop policies to make that easier?
- Do we have compelling reasons to develop the political will to change?

How do we get from here to there?

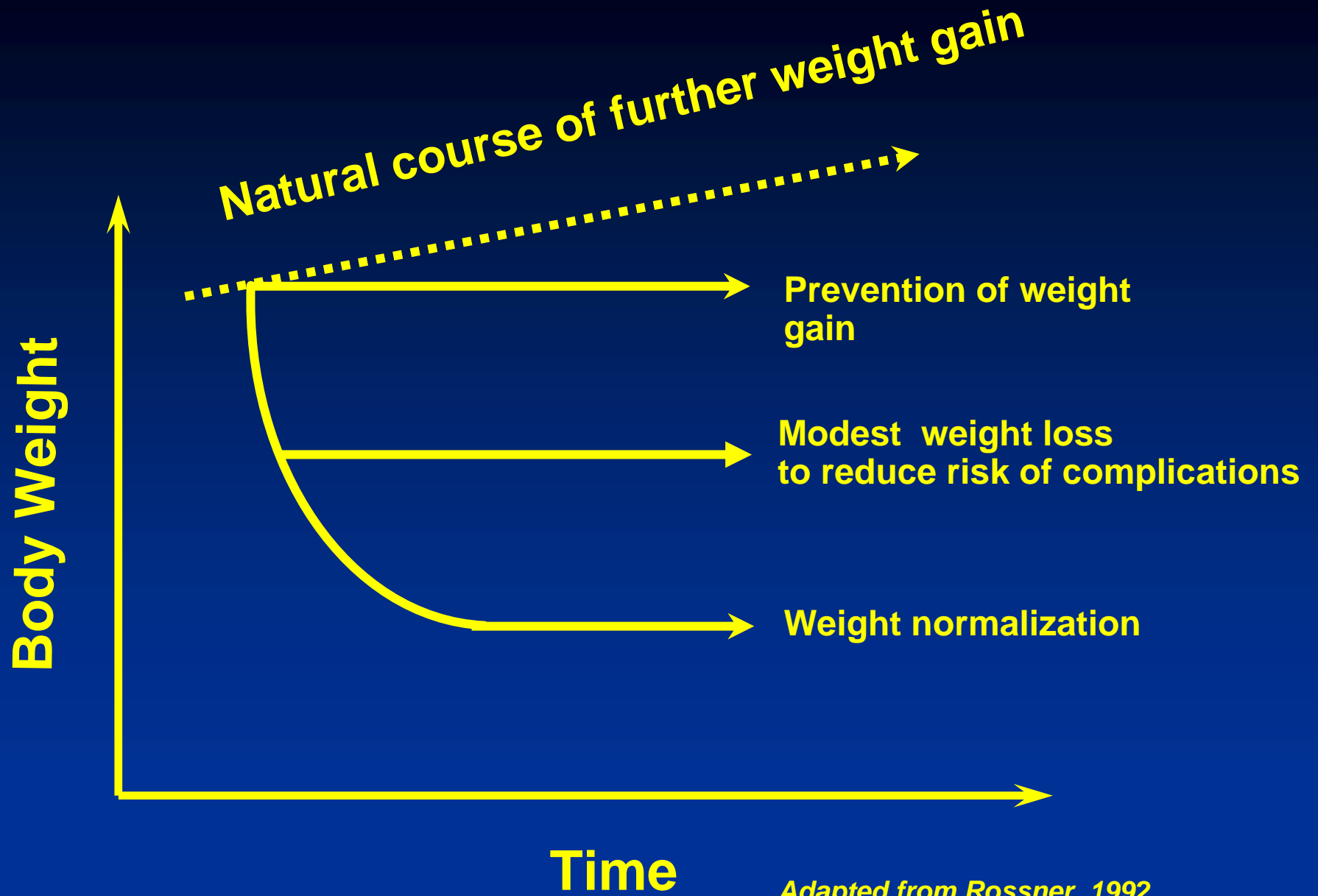
...and what does “there” look like?

Small Changes



America on the
move™



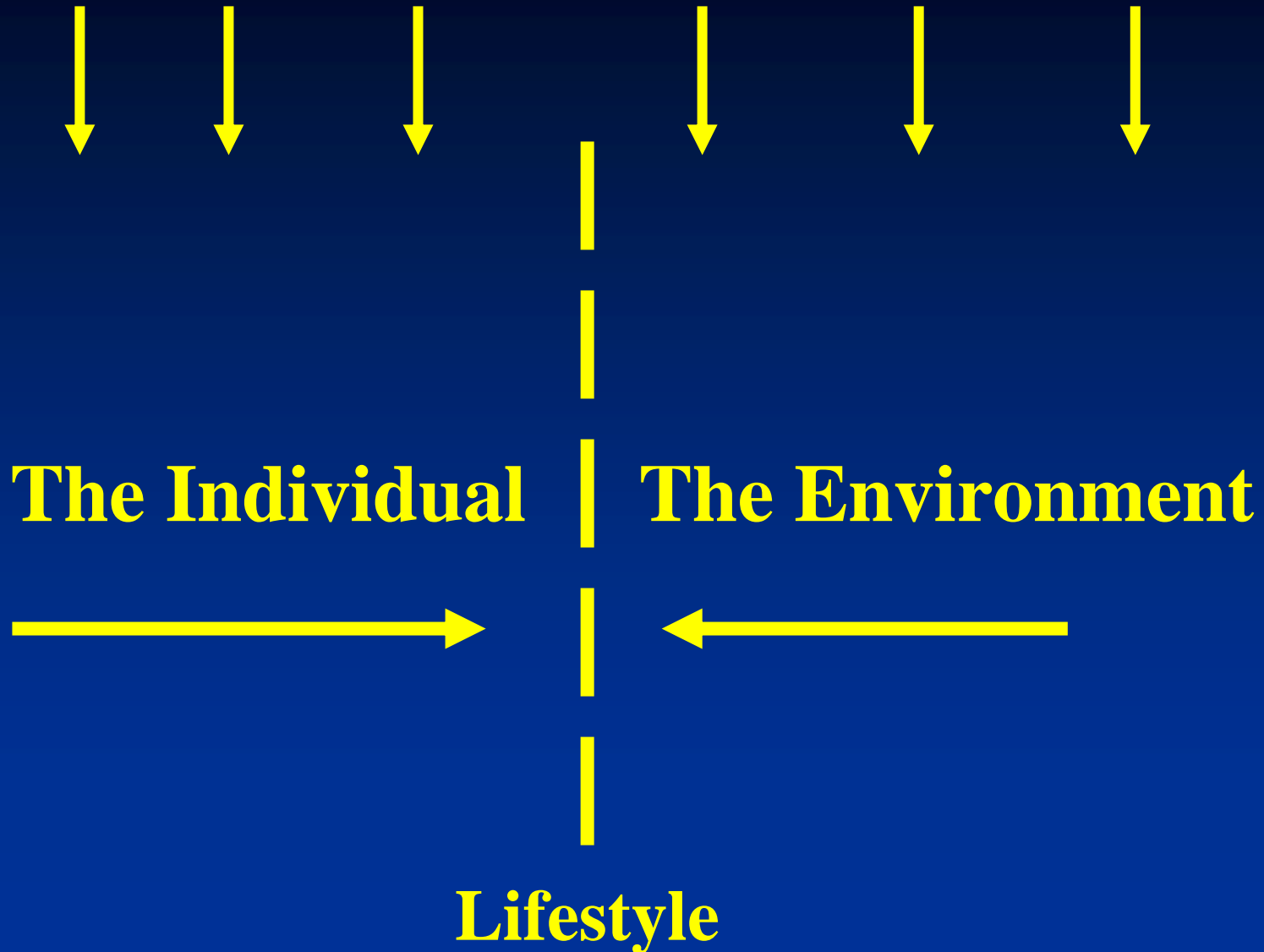


Adapted from Rossner, 1992

America on the Move

- **Community Weight Goal – Stop Weight Gain**
- **Behavioral Goal - Make two small changes**
 - **Increase walking by 2000 steps/day (100 calories)**
 - **Choose one behavior each day to eliminate 100 calories**
 - **Continue to make more small changes by incrementally increasing step goal and improving diet quality**
- **Sustainability – environmental change**

Social/Cultural Values



The Built Environment

Small Changes

Commercial Environment



"Real men eat salads!"



**WALK-IN PATRONS
RECEIVE A
10% DISCOUNT**



WENDY'S OLD-FASHIONED COMBOS

1 CLASSIC SINGLE
WENDY'S OLD-FASHIONED COMBO



\$3.49

2 CLASSIC DOUBLE
WENDY'S OLD-FASHIONED COMBO



\$4.69

3 CLASSIC TRIPLE
WENDY'S OLD-FASHIONED COMBO



\$5.19

4 BIG BACON CLASSIC
WENDY'S OLD-FASHIONED COMBO



\$4.29

5 ULTIMATE CHICKEN GRILL
COMBO



\$4.89

6 CRISPY CHICKEN FILLET
COMBO



\$4.89

7 HOMESTYLE CHICKEN FILLET
COMBO



\$4.89

8 HOMESTYLE CHICKEN STRIPS
COMBO



\$4.59

Includes WENDY'S DRINK and REGULAR FRIES



COMBO DEALS

Include 22oz. soda
and Wild Fries



Go Big Time

32oz. soda
and large fries

Mighty Deluxe Burger
4800 Steps
REG PRICE 3.79 BIG TIME 4.33

Mighty Deluxe Cheeseburger
5000 Steps
REG PRICE 3.99 BIG TIME 4.53

Double Good Time Burger
5200 Steps
REG PRICE 5.15 BIG TIME 5.69

Big Daddy Bacon Cheeseburger
Forget it!
REG PRICE 5.49 BIG TIME 6.03

Guacamole Bacon Burger
5500 Steps
REG PRICE 5.29 BIG TIME 5.83

Oven-Roasted Chicken
4500 Steps
REG PRICE 5.19 BIG TIME 5.73

Crispy Chicken
5800 Steps
REG PRICE 4.99 BIG TIME 5.53

Chicken Dunkers
4600 Steps
REG PRICE 5.29 BIG TIME 5.83

Follow your mouth



Marketing Physical Activity

- **Physical Inactivity Industry - movies, tvs, computers, automobiles**
 - how can they promote physical activity?
 - e.g., rent 5 dvds and get a free pass to the park, or zoo, or other active pursuit
- **Colorado State Parks - trails mapped in steps**
- **Need partnerships across sectors--inactivity and activity industries**

Policy Environment

Healthier Worksites

- Time to walk
- Place to walk
- Reason to walk
- Opportunities to make healthy eating choices
- Tips for reducing 100 kcal

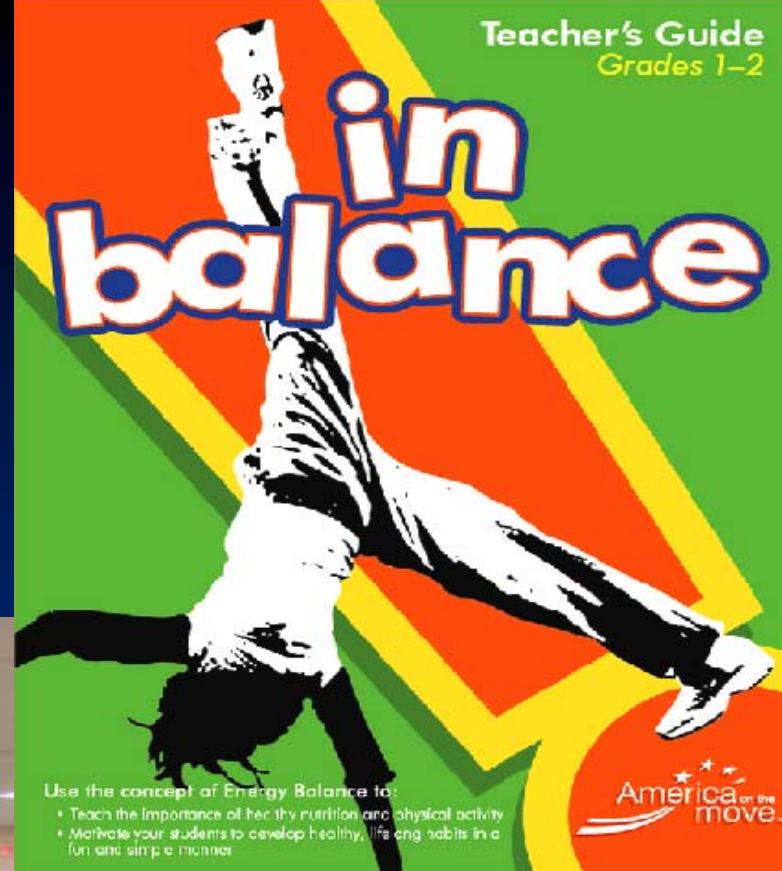
Worksite Bill of Rights



Healthy Schools

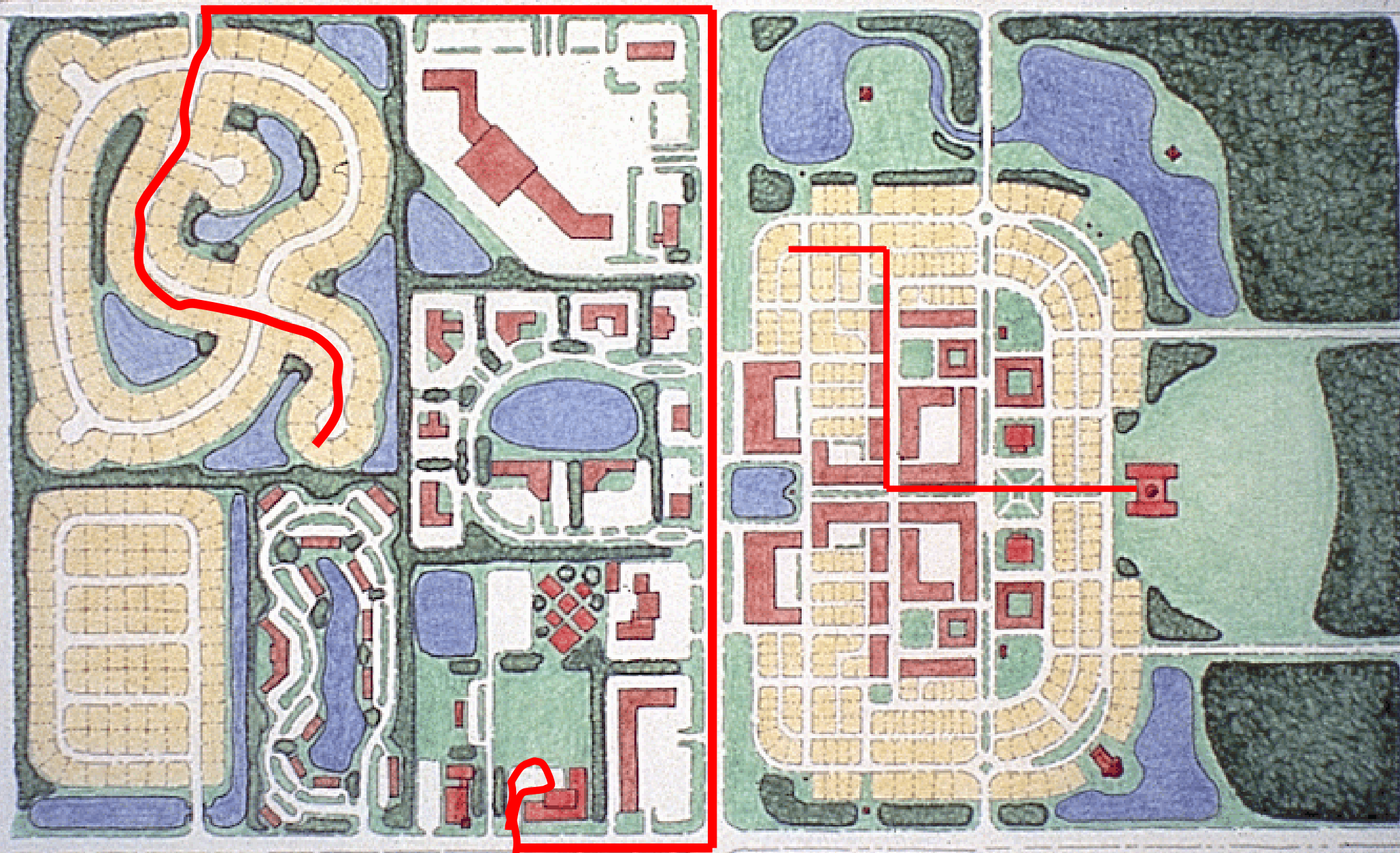
- Getting to school
- Curriculum
- Food environment
- Physical activity environment

Healthy Schools Act



- **Encourage Healthy Eating and Active Living in Communities**

Community Health Protection Act





Colorado **on the move**
at Lowry

Colorado **on the move**
STEP COUNTERS FOR
LOWRY

- LEGEND
- miles = Distance
 - Walking Route
 - Existing and Proposed

MILEAGE AVERAGES

1 Mile = 2,000 Steps
 .5 Mile = 1,000 Steps
 .1 Mile = 200 Steps



LOWRY REDEVELOPMENT AUTHORITY
 665 UNION WAY, DENVER CO. 80220 (303) 343-0278

LOWRY ON THE MOVE-DISTANCE MAP



Social/Cultural Environment



Can we Redefine “the Deal”



Inherent Social/Cultural Values?

- **Personal liberty**
- **Freedom of Choice**
- **Value “the deal”**
- **Free enterprise**

Is social/cultural change possible?

- Smoking - smoke-free environments
- Recycling - kids led the way

Roles for Other Sectors

- **Media**
- **Government**
- **Other businesses (hardware store, cleaners, etc)**
- **Community Organizations**
- **Foundations**

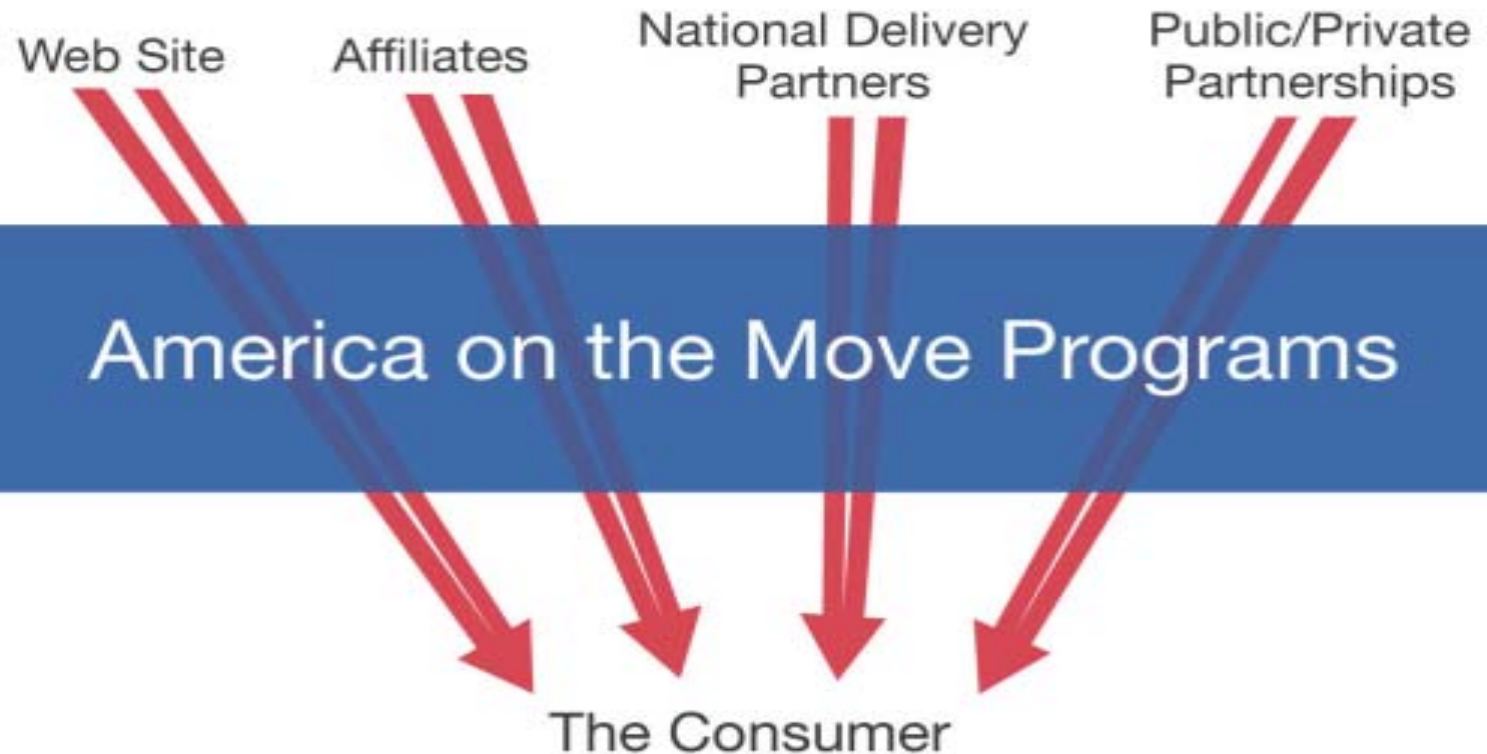
**“We have changed our environment
more quickly than we know how
to change ourselves”**

Walter Lippmann



Americaonthemove.org

How We Reach Consumers



Conclusions

- **Success is “fixing” the environment - will take time**
- **People have to want to change the environment**
 - ...and we have to give them a reason to want to do this
- **We can begin now - key is Small Changes**
 - Link individual behavior with environmental change

Conclusions

- If we can't imagine what the future looks like, we cannot get there from here
- Time of opportunity – but make connections
- It will take us all working together to create the future environment we want